Distribution list: active, associates, and industrial associates, H. Hill, V. Bronson, J. Fellows, Leonard Marks, Bob Underwood and Betty MacKenzie.

Natio

Vol. I, No. 1 Washington, D.C. November 9, 1962

I have long felt the need for a vehicle of some kind that would afford a means for more informal and off-the-record communication with managers of stations, closed-circuit systems, and production centers. This is it.

"President's Memo" will be issued at least once per month-and oftener when circumstances dictate. It is my intention to report regularly on matters of current concern or which I feel should be brought to your attention. Since this memo will not be distributed for general consumption, it will be possible to include a good deal more news-behind-the-news and suggest reasons, offer suppositions, and make predictions. I hope it will prove a useful addition to our communication resources.

Philadelphia Afterthoughts

This was the biggest NAEB convention (over 500 registrants, 38 exhibitors) and certainly the liveliest. Both conditions are a reflection of ever-increasing interest.

When the questionnaires on the convention are returned, we will have a more precise reading, but even now it is possible to make some statements with confidence.

1. There was overwhelming approval for the structuring of the convention in such a way that the Board met twice, with its decision-making session held after the convention and with the benefit of discussions at two business meetings, regional meetings, and interest group sessions--not to mention corrider comment and cocktail colloquy. This structure, for which Harold Hill gets the credit, was in response to comments of previous conventioners that "We didn't have a chance to talk," "Everything was cut and dried--decided before we got there," etc.

Well, this time there was a good deal more time to talk and unquestionably this talk had an effect upon the Board in its deliberations on Thursday.

Encouraged by the success of this arrangement, the staff will employ the same plan at Milwaukee and extend it still further by giving the radio, closed-circuit TV, and TV station groups longer periods for the discussion of their particular interests.

2. There was widespread interest in providing for a greater voice in Association affairs for closed-circuit operators and for individual members

and for a Board structure more directly responsive to and representative of special interest groups within the membership. A variety of suggestions were advanced, including eliminating the separate Radio and TV Boards in favor of a single Board to developing NAEB into a sort of federation (a la NEA or ACE) which would be an umbrella structure for several semi-autonomous special-interest groups or functional organizations: TV stations, EBN Network, International Division, Closed-circuit Association, Educational Radio Unlimited, etc. All of these proposals are to be studied by the Constitution Committee, recommendations turned over to the Executive Committee, and a plan proposed for Board consideration at Columbus. The Board proposal for enabling constitutional changes will then be submitted to the membership for voting by mail.

Not To Keep Harping, But . . .

It is important that HEW obtain from all those planning to apply for grants for ETV facilities a record of what is being planned, how much it will cost, when plans will be carried out, when grant requests will be forthcoming and for how much. This information is needed immediately to prepare the appropriation request so it will be ready when Congress returns. Such rough preliminary information supplied now need not be figured to the dollar and will not prejudice any filing of a formal application later on when funds have been appropriated and grant requests can be invited.

Another Union Heard From

IBEW is taking an increased interest in non-broadcast production activities of educational stations who use their facilities to produce programs utilized for commercial purposes. Current attention is directed at an ETV station which video tapes a discussion program for a commercial station.

IBEW is not so concerned about the instant situation as it is about the developing pattern across the country which it feels this may presage. It argues that despite its predisposition in favor of ETV, any large-scale development of this kind may deprive many of its members of employment and hence is an appropriate concern. Questions may be raised with the Ford Foundation about its attitude toward such use of the video machines it has given to ETV stations.

FCC Using NAEB TV Survey as Yardstick

The importance to the educational community of the NAEB survey of the needs of education for TV allocations is becoming increasingly apparent as new applications by commercial and educational interests are being made for UHF channels. Whenever an application is entered it is immediately checked by the FCC against the list of channels requested for education. If the channel is in the NAEB plan, an educational applicant gets the green light; the commercial applicant must make a case to show how his

proposed service would outweigh the potential usefulness of the channel for education.

A recent case in point is the Commission's action, despite a vigorous opposing effort by a commercial applicant, designating Channel 20 in Chicago as a non-commercial reservation. In its Report and Order the FCC states: "The substance of the remarks in favor of the reservation of Channel 20 for educational purposes is covered by NAEB's statement, 'The necessity indicated by educators in Chicago for multiple educational channels in a single community is in accord with the majority of educators throughout the country, who reported to the NAEB that two or more channels were necessary to provide for the complex schedules, the added diversity of courses and the mushrooming types of services which could be afforded by school systems to the community at large.' "

Channels 14 and 15

The attempt by the Land Mobile Communications Section of EIA to obtain Channels 14 and 15 for mobile services is not being taken very seriously in Washington. NAEB, NAB, and holders of licenses or CPs for these channels are filing oppositions to the petition, but most communications people here feel the FCC is not likely to even schedule the petition for rule-making. Education's stake in Channels 14 and 15: 3 existing stations or CPs, 6 educational reservations, 36 proposed reservations, 5 proposed added channels to be reserved.

ASCAP May Move Against ETV

President Adams, of ASCAP, has recently announced that, though up till now the Performing Rights Society has been granting free licenses to ETV, this situation is about to change, now that ETV is beginning to take on "substantial proportions." It is quite likely that ASCAP will attempt to make royalty charges during the coming year for ETV and will probably extend the demand to radio.

Obviously, such an additional expense would place a serious burden on many educational stations. NAEB, in concert with other interested parties, proposes to inaugurate discussions with ASCAP on this matter to forestall such a development. If unsuccessful, exploration will be made of possible legislative remedies.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.